

## ORDER



KLAS

Mike Jones

K-WAS

National

Orders Order / Rev: 37555  
 Alt Order #: 08879243  
 Product Desc: Horsford/DCCC  
 Estimate: 2011  
 Flight Dates: 10/12/12 - 10/18/12  
 Original Date / Rev: 10/09/12 / 10/09/12  
 Order Type: GENERAL

 Primary AE:  
 Sales Office:  
 Sales Region:

Agency Name: GMMB  
 Buying Contact:  
 Billing Contact:  
1010 Wisconsin Ave NW  
Washington, DC 20007

 Billing Type:  
 Billing Calendar:  
 Billing Cycle:  
 Agency Commission:

 Cash  
 Broadcast  
 EOM/EOC  
 15%

Advertiser Name: DCCC - Horsford  
 Demographic: A35+  
 Product Codes: PO1  
 Priority: LV1  
 Revenue Codes: AGY, POL, CAND

 New Business Thru:  
 Order Separation:  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	54	\$48,544.00	\$41,262.40

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	54	\$48,544.00	\$41,262.40	0.00
Totals	54	\$48,544.00	\$41,262.40	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Order Share	Share	Total
KLAS	30%	\$48,544.00
Market	100%	\$161,813.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$40,453.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$8,090.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/12/12	10/18/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$225.00	LV1	0.00	NM	2	\$450.00
8 NEWS NOW															
Start Date		End Date		Weekdays	Spots/Week		Rate	Rating							
Week: 10/12/12		10/18/12		MTWTF--	2		\$225.00	0.00							
E 2	8	10/12/12	10/18/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	2	\$275.00	LV1	0.00	NM	2	\$550.00
8 News Now 6a M-F															

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 NEWS NOW																	
CBS THIS MORNING																	
E 3	8	10/12/12	10/18/12	CBS	This Morning	7-9a	CM	7-9a		:30	3	\$200.00	LV1	0.00	NM	3	\$600.00
CBS NEWS SUNDAY MORNING																	
E 4	8	10/14/12	10/14/12	CBS	News Sunday Morn	OM	CBS	Sunday Morn	-----S	:30	1	\$350.00	LV1	0.00	NM	1	\$350.00
FACE THE NATION																	
E 5	8	10/14/12	10/14/12	Face	The Nation	CM	Face	The Nation	-----S	:30	1	\$400.00	LV1	0.00	NM	1	\$400.00
LIVE! WITH KELLY																	
E 6	8	10/12/12	10/18/12	Live w/Kelly		CM	9-10a		MTWTF--	:30	2	\$300.00	LV1	0.00	NM	2	\$600.00
PRICE IS RIGHT																	
E 7	8	10/12/12	10/18/12	Price	Is Right	CM	10-11a		MTWTF--	:30	2	\$450.00	LV1	0.00	NM	2	\$900.00
YOUNG & RESTLESS																	
E 8	8	10/12/12	10/18/12	Y&R		CM	11a-12p		MTWTF--	:30	2	\$550.00	LV1	0.00	NM	2	\$1,100.00
8 NEWS NOW AT NOON																	
E 9	8	10/12/12	10/18/12	8 News Now	Noon M-F	CM	12-1230p		MTWTF--	:30	2	\$325.00	LV1	0.00	NM	2	\$650.00
LET'S MAKE A DEAL																	
E 10	8	10/12/12	10/18/12	1230-2p	Soaps/ LMAD	CM	1230-2p		MTWTF--	:30	2	\$375.00	LV1	0.00	NM	2	\$750.00
THE TALK																	
E 11	8	10/12/12	10/18/12	The Talk	2-3P	CM	2-3p		MTWTF--	:30	2	\$375.00	LV1	0.00	NM	2	\$750.00
ELLEN																	
E 12	8	10/12/12	10/18/12	Ellen		CM	3-4p		MTWTF--	:30	2	\$425.00	LV1	0.00	NM	2	\$850.00
8 NEWS NOW AT 4PM & 430PM																	
E 13	8	10/12/12	10/18/12	8 News Now	4p M-F	CM	4-5p		MTWTF--	:30	2	\$1,575.00	LV1	0.00	NM	2	\$3,150.00
8 NEWS NOW ROTATION																	
E 14	8	10/12/12	10/18/12	8 News Now	5-630p M-FCM		5-630p		MTWTF--	:30	3	\$1,750.00	LV1	0.00	NM	3	\$5,250.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	10/12/12	10/18/12	8 News Now 5-630p M-FCM		5-630p	MTWTF--	:30	3	\$1,750.00	LV1	0.00	NM	3	\$5,250.00
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/12/12 10/18/12 MTWTF-- 3 \$1,750.00 0.00															
E 15	8	10/12/12	10/18/12	630-7p Inside Edition	CM	630-7p	MTWTF--	:30	3	\$1,400.00	LV1	0.00	NM	3	\$4,200.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/12/12 10/18/12 MTWTF-- 3 \$1,400.00 0.00															
E 16	8	10/12/12	10/18/12	7-8p Rotator	CM	7-8p	MTWTF--	:30	3	\$1,225.00	LV1	0.00	NM	3	\$3,675.00
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/12/12 10/18/12 MTWTF-- 3 \$1,225.00 0.00															
E 17	8	10/15/12	10/15/12	Mon 8-9p	CM	8-9p	M-----	:30	1	\$1,400.00	LV1	0.00	NM	1	\$1,400.00
How Met Mother/ Partners															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$1,400.00 0.00															
E 18	8	10/16/12	10/16/12	Tue 8-9p	CM	8-9p	-T-----	:30	1	\$1,800.00	LV1	0.00	NM	1	\$1,800.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -T----- 1 \$1,800.00 0.00															
E 19	8	10/17/12	10/17/12	Wed 8-9p	CM	8-9p	--W----	:30	1	\$1,700.00	LV1	0.00	NM	1	\$1,700.00
Survivor: Philippines															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 --W---- 1 \$1,700.00 0.00															
E 20	8	10/18/12	10/18/12	Thu 8-9p	CM	8-9p	---T---	:30	1	\$1,900.00	LV1	0.00	NM	1	\$1,900.00
Big Bang/ 2 1/2 Men															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 ---T--- 1 \$1,900.00 0.00															
E 21	8	10/12/12	10/12/12	Fri 8-9p	CM	8-9p	----F--	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
CSI: NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ----F-- 1 \$1,000.00 0.00															
E 22	8	10/12/12	10/12/12	Fri 10-11p	CM	10-11p	----F--	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
Blue Bloods															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ----F-- 1 \$1,200.00 0.00															
E 23	8	10/13/12	10/13/12	Sat 10-11p	CM	10-11P	-----S-	:30	1	\$650.00	LV1	0.00	NM	1	\$650.00
48 Hours Mystery															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 1 \$650.00 0.00															
E 24	8	10/14/12	10/14/12	Sun 7-8p	CM	7-8p	-----S	:30	1	\$1,500.00	LV1	0.00	NM	1	\$1,500.00
60 Minutes															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S 1 \$1,500.00 0.00															
E 25	8	10/12/12	10/18/12	8 News Now 11p M-F	CM	11-1135p	MTWTF--	:30	3	\$2,100.00	LV1	0.00	NM	3	\$6,300.00
8 News Now 11p M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/12/12 10/18/12 MTWTF-- 3 \$2,100.00 0.00															
E 26	8	10/13/12	10/14/12		CM	11-1135P	-----SS	:30	1	\$1,225.00	LV1	0.00	NM	1	\$1,225.00

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